



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/30 thru 12/06

(prices in dollars per carton)

Fri. Nov 30, 2007

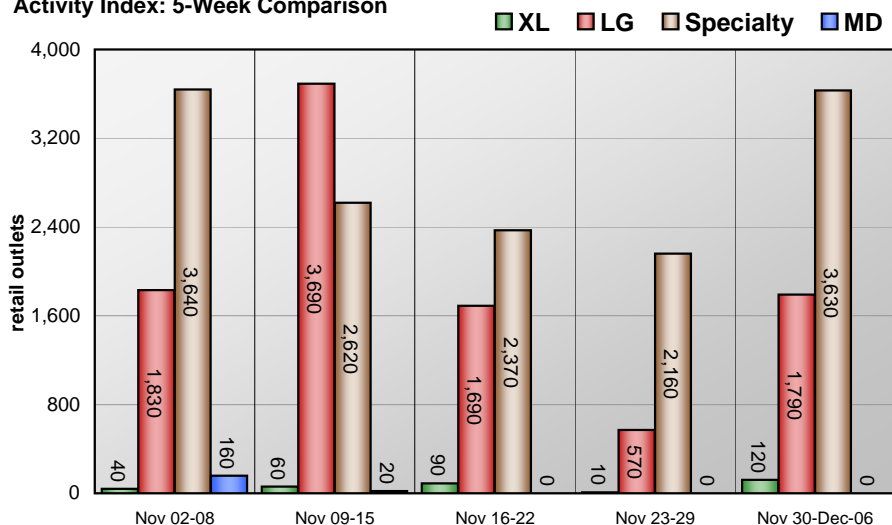
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		31.5% of 17,000 stores				22.1% of 17,000 stores				21.7% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			520	1.53			150	1.41			240	0.95
	White 18 pack			110	2.36			20	2.50			910	1.61
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	120	1.50	910	1.40	10	1.29	380	1.45	60	1.00	650	0.89
SPECIALTY	White 18 pack			250	2.26			20	1.98			550	1.36
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			2,170	3.80			360	3.70			260	2.65
	OMEGA-3												
LARGE	White 12 pack	150	2.14	810	2.82	280	2.60	740	2.63	190	2.25	320	2.12
	Brown 12 pack					70	4.99	330	2.52			250	2.27
	CAGE-FREE												
	White 12 pack			260	2.00							10	1.99
	Brown 12 pack			240	2.51	120	2.50	260	2.62			620	2.49

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,910	580	2,410	Large Eggs on
Specialty	3,630	2,160	1,650	Nov-26-2007
Total (includes MD)	5,540	2,740	4,180	414.5
Special Rate 4/:	4.8%	11.1%	4.4%	up 9%

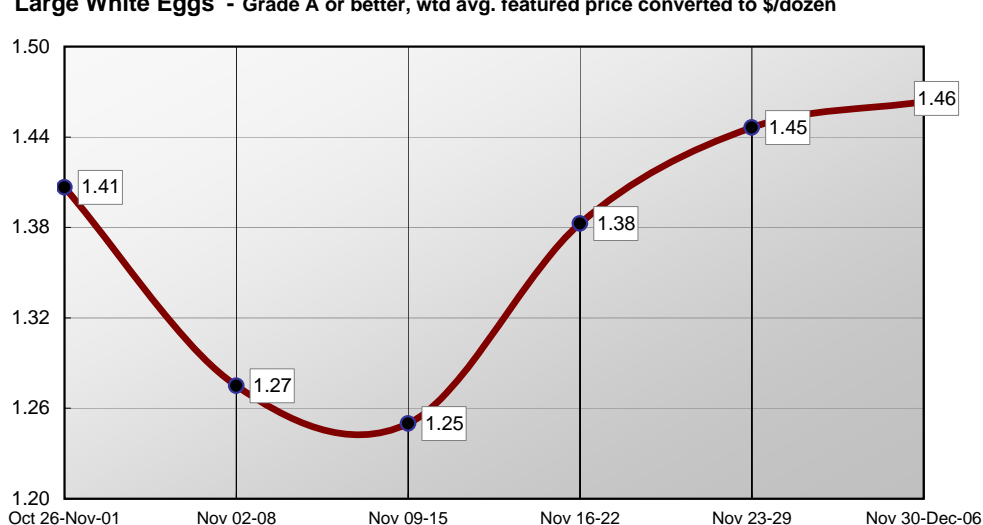
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING											
Promotions of regular shell eggs are considerably higher than the previous week, but lower than the same week a year ago. Despite a wide range of price levels this cycle, the average price of Large white eggs, Grade A or better, to consumers increased slightly. Medium sized shell egg ads have been hard to find for the past three weeks. Specialty shell egg features increased compared to both last week and last year. USDA Certified Organic egg promotions are up sharply with the aid of sizable outlets. In the egg products sector, liquid eggs are higher than last week, however less than last year. Notably, 3 - 4 oz. cups were highly visible a year ago, but are virtually nonexistent this week. Seasonal egg nog promotions are 37% higher than week ago, however 52% less than last year.											

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		35.6% of 3,800 sampled outlets						9.6% of 4,700 sampled outlets						30.3% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 1,590 (includes Medium)						Activity Index = 470 (includes Medium)						Activity Index = 710 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																1.29	10	1.29
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.29 - 1.79	250	1.48				1.25 - 1.50	420	1.43	1.50	120	1.50	0.96 - 1.50	220	1.26
	White 18 pack				1.99	20	1.99										2.28	190	2.28
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.50 - 4.49	360	3.88				4.00	50	4.00				3.79 - 4.00	160	3.99
C A T E - F R E E	OMEGA-3																		
	White 12 pack	1.98 - 2.50	150	2.14	1.67 - 2.99	460	2.59										2.00 - 2.50	10	2.25
	Brown 12 pack																		
C A T E - F R E E	White 12 pack				2.00	260	2.00												
	Brown 12 pack				2.99 - 3.49	90	3.35												
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		43.0% of 2,700 sampled outlets						43.7% of 1,900 sampled outlets						68.0% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,120 (includes Medium)						Activity Index = 830 (includes Medium)						Activity Index = 820 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00 - 1.50	310	1.25				2.29	140	2.29				0.98 - 1.50	60	1.23
	White 18 pack				2.00	20	2.00				2.50	80	2.50				2.00	10	2.00
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.25	20	1.25												
	White 18 pack				2.28	40	2.28												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.29 - 3.79	480	3.68				3.29 - 3.99	600	3.84				3.29 - 3.99	520	3.73
C A T E - F R E E	OMEGA-3																		
	White 12 pack				1.69 - 3.49	110	2.69				2.00	10	2.00				2.00 - 3.49	220	3.43
	Brown 12 pack																		
C A T E - F R E E	White 12 pack																		
	Brown 12 pack				2.00	140	2.00										2.00	10	2.00

Note: See page 1 for explanatory notes.



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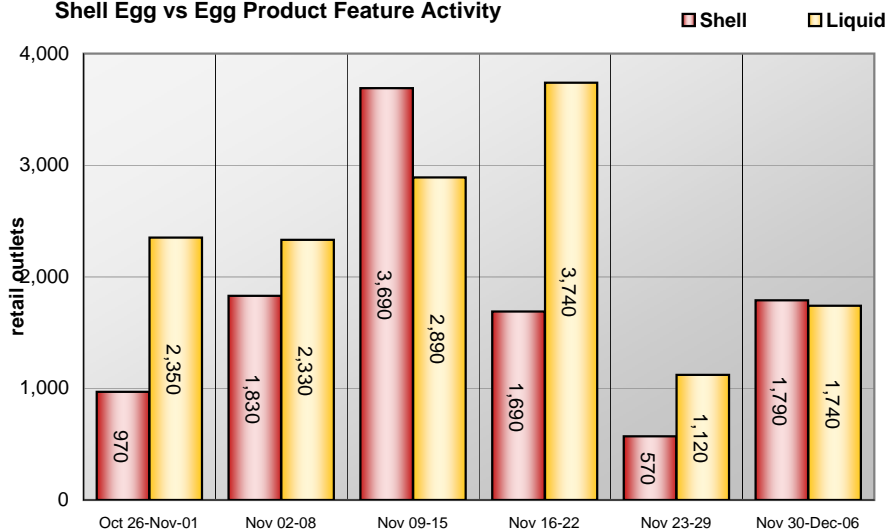
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.9%	6.0%	13.6%	23.5% of 3,800 sampled	5.6% of 4,700 sampled	2.3% of 2,900 sampled	4.9% of 2,700 sampled	7.3% of 1,900 sampled	2.0% of 1,000 sampled
2/ Activity Index	1,740	1,120	2,850	Activity Index = 1,100	Activity Index = 270	Activity Index = 70	Activity Index = 140	Activity Index = 140	Activity Index = 20
	Stores Avg 3/	Stores Avg 3/		Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	1,000 2.78	500 2.82	1,740 2.34	2.50 - 2.99 820 2.88	2.99 - 3.99 270 3.22	1.89 - 2.50 50 2.02	2.50 120 2.50		2.50 10 2.50
32 oz. crtn	740 3.68	620 4.86	90 3.99	3.99 - 4.79 280 4.18		3.99 20 3.99	3.69 20 3.69	3.50 140 3.50	3.69 10 3.69
3 - 4 oz. cup			1,020 1.95						
2 - 8 oz. cup									

## SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

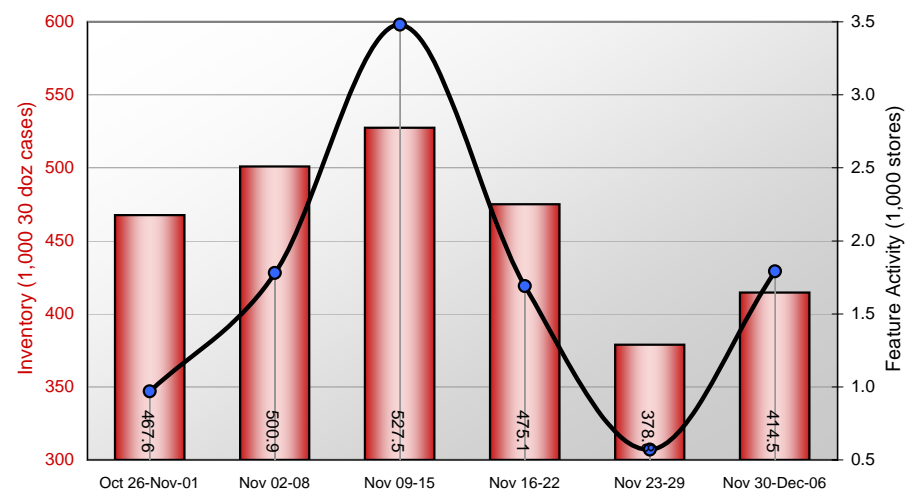
(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	26.6%	16.6%	40.9%	19.7% of 3,900 sampled	9.2% of 4,700 sampled	25.3% of 2,800 sampled	38.8% of 2,700 sampled	61.1% of 1,900 sampled	40.2% of 1,000 sampled
2/ Activity Index	4,110	3,000	8,560	Activity Index = 880	Activity Index = 200	Activity Index = 560	Activity Index = 980	Activity Index = 1,110	Activity Index = 380
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	1,330 2.20	1,050 2.50	4,380 2.27	1.98 - 3.99 420 2.87	1.99 - 2.29 60 2.18	1.48 - 2.29 210 2.00	2.00 70 2.00	1.50 - 2.00 550 1.80	1.79 - 1.89 20 1.82
64 ounce	2,780 3.52	1,950 3.12	4,180 3.35	2.99 - 4.49 460 3.95	3.49 - 3.79 140 3.59	2.50 - 4.00 350 3.26	2.99 - 3.50 910 3.26	3.50 - 4.00 560 3.72	3.29 - 3.59 360 3.50

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.